

Joint Meeting of the Board of Supervisors and the
Visit Fairfax Board of Directors

October 3, 2017, 9:00 am
Conference Room 11, Fairfax Government Center

1. Welcome and Introductions
Sharon Bulova, Chairman of the Board of Supervisors
Claude Andersen, Chair of the Visit Fairfax Board of Directors
2. Destination Marketing, Fairfax County – A Competitive Analysis
Presented by Adam Sacks, President/CEO of Tourism Economics
3. “Visit Fairfax- Increased Investment=Increased ROI and Community Benefits”
Presented by Barry H. Biggar, President/CEO Visit Fairfax
4. Questions and Discussion